

ORDER



Wichita KS KSNW

Orders	Order / Rev:	W2728299	
	Alt Order #:		
	Product Desc:		
	Estimate:		
	Flight Dates:	10/13/20 - 11/02/20	Primary AE: KSN Local House
	Original Date / Rev:	10/15/20 / 10/15/20	Sales Office: L-WIC
	Order Type:	REG	Sales Region: Loc

Agency	Name:	M4 Strategies, LLC	
	Buying Contact:		Billing Type: Cash
	Billing Contact:		Billing Calendar: Broadcast
		3625 Cumberland Blvd SE	Billing Cycle: EOM
		Atlanta, GA 30339	Agency Commission: 15%

Advertiser	Name:	POL/Michael O'Donnell/Sedgwick Co	Order Brand:	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PL20	Advertiser External ID:	
	Revenue Code 1:	AGY	Agency External ID:	
	Revenue Code 2:	POL	Unit Code:	General
	Revenue Code 3:	POL-CAND	Order Separation:	00:15:00
	Priority:	P4		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/28/20	10/25/20	22	\$12,050.00	\$10,242.50
10/26/20	11/29/20	15	\$7,900.00	\$6,715.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2020	22	\$12,050.00	\$10,242.50	166.30
November 2020	15	\$7,900.00	\$6,715.00	112.80
Totals	37	\$19,950.00	\$16,957.50	279.10

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
KSN Local House			Start Of Order - End Of Order	100%

Order Share	Share	Total
Wichita KS KSNW	33%	\$19,950.00
Market	100%	\$60,454.55

Competitive Share	Share	Total
CABLE	0%	\$0.00
ESNW	0%	\$0.00
KAAS	0%	\$0.00
KAKE	0%	\$0.00
KMTW	0%	\$0.00
KSAS	0%	\$0.00
KSCW	0%	\$0.00
KSNC	0%	\$0.00
KSNG	0%	\$0.00
KSNK	0%	\$0.00
KSNL	0%	\$0.00
KWCH	0%	\$0.00
KWCV	0%	\$0.00
UNKWN	67%	\$40,504.55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
----	----	-------	-----	----------------	-------	----------------	------	-----	-------	------	-----	-----	------	-------	--------

Order / Rev: W2728299
 Alt Order #:
 Flight Dates: 10/13/20 - 11/02/20

Advertiser: POL/Michael O'Donnell/Sedgwick Co Co
 Product Desc:
 Estimate:

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNW	10/13/20	10/16/20	Today Show 7-8am Today Show 7-8am	CM	7-8am	----2--	:30	2	\$350.00	P4	4.70	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	----2--					2	\$350.00		4.70			
E 2	KSNW	10/13/20	10/16/20	KSN News at Five KSN News at Five	CM	5-530pm	----2--	:30	2	\$500.00	P4	6.40	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	----2--					2	\$500.00		6.40			
E 3	KSNW	10/16/20	10/16/20	KSN News at Six- Metro 6p News-Metro	CM	6p-630p	----1--	:30	1	\$750.00	P4	8.50	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	----1--					1	\$750.00		8.50			
E 4	KSNW	10/13/20	10/16/20	M-F 630-7p M-F 630-7p	CM	630-7pm	----2--	:30	2	\$800.00	P4	11.40	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	----2--					2	\$800.00		11.40			
E 5	KSNW	10/16/20	10/16/20	LN M-Su-Metro 10p News- Metro	CM	10p-1035p	----1--	:30	1	\$750.00	P4	6.40	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	----1--					1	\$750.00		6.40			
E 6	KSNW	10/17/20	10/17/20	Sa 630-7p Sa 630-7p	CM	630-7pm	-----1-	:30	1	\$400.00	P4	7.90	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-----1-					1	\$400.00		7.90			
E 7	KSNW	10/18/20	10/18/20	Sun KSN News at Five Sun KSN News at Five	CM	Sun KSN News at	-----1	:30	1	\$250.00	P4	7.60	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/12/20	10/18/20	-----1					1	\$250.00		7.60			
E 8	KSNW	10/21/20	10/23/20	Today Show 7-8am Today Show 7-8am	CM	7-8am	--111--	:30	3	\$350.00	P4	4.70	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	--111--					3	\$350.00		4.70			
E 9	KSNW	10/21/20	10/23/20	KSN News at Five KSN News at Five	CM	5-530pm	--1-1--	:30	2	\$500.00	P4	6.40	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	--1-1--					2	\$500.00		6.40			
E 10	KSNW	10/22/20	10/22/20	KSN News at Six- Metro 6p News-Metro	CM	6p-630p	---1---	:30	1	\$750.00	P4	8.50	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	---1---					1	\$750.00		8.50			
E 11	KSNW	10/21/20	10/23/20	M-F 630-7p M-F 630-7p	CM	630-7pm	--111--	:30	3	\$800.00	P4	11.40	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	--111--					3	\$800.00		11.40			
E 12	KSNW	10/22/20	10/22/20	LN M-Su-Metro 10p News- Metro	CM	10p-1035p	---1---	:30	1	\$750.00	P4	6.40	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	---1---					1	\$750.00		6.40			
E 13	KSNW	10/24/20	10/24/20	Sat KSN News at Six Sat KSN News at Six	CM	6-630pm	-----1-	:30	1	\$400.00	P4	7.30	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----1-					1	\$400.00		7.30			
E 14	KSNW	10/25/20	10/25/20	Sun KSN News at Five Sun KSN News at Five	CM	Sun KSN News at	-----1	:30	1	\$250.00	P4	7.60	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/19/20	10/25/20	-----1					1	\$250.00		7.60			
E 15	KSNW	10/28/20	10/30/20	Today Show 7-8am Today Show 7-8am	CM	7-8am	--1-1--	:30	2	\$350.00	P4	4.70	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: W2728299
 Alt Order #:
 Flight Dates: 10/13/20 - 11/02/20

Advertiser: POL/Michael O'Donnell/Sedgwick Co Co
 Product Desc:
 Estimate:

Wichita KS KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	--1-1--					2	\$350.00		4.70			
E 16	KSNW	10/29/20	10/29/20	KSN News at Five KSN News at Five	CM	5-530pm	---1---	:30	1	\$500.00	P4	6.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	---1---					1	\$500.00		6.40			
E 17	KSNW	10/30/20	11/02/20	M-F 630-7p M-F 630-7p	CM	630-7pm	-----	:30	0	\$800.00	P4	11.40	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	----1--					1	\$800.00		11.40			
Week:		11/02/20	11/08/20	1-----					1	\$800.00		11.40			
E 18	KSNW	10/28/20	10/28/20	LN M-Su-Metro 10p News- Metro	CM	10p-1035p	--1----	:30	1	\$750.00	P4	6.40	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	--1----					1	\$750.00		6.40			
E 19	KSNW	10/31/20	10/31/20	Sat KSN News at Six Sat KSN News at Six	CM	6-630pm	-----1-	:30	1	\$400.00	P4	7.30	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1-					1	\$400.00		7.30			
E 20	KSNW	10/31/20	10/31/20	Sa 630-7p Sa 630-7p	CM	630-7pm	-----1-	:30	1	\$400.00	P4	7.90	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1-					1	\$400.00		7.90			
E 21	KSNW	11/01/20	11/01/20	Sun KSN News at Five Sun KSN News at Five	CM	Sun KSN News at	-----1	:30	1	\$250.00	P4	7.60	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	-----1					1	\$250.00		7.60			
N 22	KSNW	10/26/20	10/27/20	Today Show 7-8am Today Show 7-8am	CM	7-8am	11-----	:30	2	\$350.00	P4	4.70	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	11-----					2	\$350.00		4.70			
N 23	KSNW	10/26/20	10/27/20	KSN News at Five KSN News at Five	CM	5-530pm	11-----	:30	2	\$500.00	P4	6.40	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	11-----					2	\$500.00		6.40			
N 24	KSNW	10/26/20	10/27/20	M-F 630-7p M-F 630-7p	CM	630-7pm	11-----	:30	2	\$800.00	P4	11.40	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/26/20	11/01/20	11-----					2	\$800.00		11.40			
													Totals	37	\$19,950.00

#	Day/Time	Program	Rate	RTG	Len	10/7-10/13							Total Spots	Total \$
						7-Oct	8-Oct	9-Oct	10-Oct	11-Oct	12-Oct	13-Oct		
1	Mo-Fri, 7a-8a	Today Show	\$350.00	4.7	:30	-	-	-	-	-	-	1	1	\$350.00
2	Mo-Fri, 5p-530p	KSN - News 5p	\$500.00	6.4	:30	-	-	-	-	-	-	1	1	\$500.00
3	Mo-Fri, 6p-630p	KSN News - 6p	\$750.00	8.5	:30	-	-	-	-	-	-	0	0	\$0.00
4	Mo-Fri, 630p-7p	Wheel of Fortune	\$800.00	11.4	:30	-	-	-	-	-	-	1	1	\$800.00
5	Mo-Fri, 10p-1035p	KSN News - 10p	\$750.00	6.4	:30	-	-	-	-	-	-	0	0	\$0.00
6	Sat, 6p-630p	KSN News - 6p	\$400.00	7.3	:30	-	-	-	-	-	-	-	0	\$0.00
7	Sat, 630p-7p	Wheel of Fortune - Sat	\$400.00	7.9	:30	-	-	-	-	-	-	-	0	\$0.00
8	Sun, 5p-530p	KSN News -5p	\$250.00	7.6	:30	-	-	-	-	-	-	-	0	\$0.00
Totals:						0	0	0	0	0	0	3	3	\$1,650.00

#	Day/Time	Program	Rate	RTG	Len	10/14-10/20							Total Spots	Total \$
						14-Oct	15-Oct	16-Oct	17-Oct	18-Oct	19-Oct	20-Oct		
1	Mo-Fri, 7a-8a	Today Show	\$350.00	4.7	:30	1	1	1	1	-	-	0	3	\$1,050.00
2	Mo-Fri, 5p-530p	KSN - News 5p	\$500.00	6.4	:30	1	1	1	1	-	-	0	3	\$1,500.00
3	Mo-Fri, 6p-630p	KSN News - 6p	\$750.00	8.5	:30	1	0	0	0	-	-	0	1	\$750.00
4	Mo-Fri, 630p-7p	Wheel of Fortune	\$800.00	11.4	:30	1	1	1	1	-	-	0	3	\$2,400.00
5	Mo-Fri, 10p-1035p	KSN News -10p	\$750.00	6.4	:30	0	0	0	1	-	-	0	1	\$750.00
6	Sat, 6p-630p	KSN News - 6p	\$400.00	7.3	:30	-	-	-	-	0	-	-	0	\$0.00
7	Sat, 630p-7p	Wheel of Fortune - Sat	\$400.00	7.9	:30	-	-	-	-	1	-	-	1	\$400.00
8	Sun, 5p-530p	KSN News -5p	\$250.00	7.6	:30	-	-	-	-	-	1	-	1	\$250.00
Totals:						4	3	4	4	1	1	0	13	\$7,100.00

#	Day/Time	Program	Rate	RTG	Len	10/21-10/27							Total Spots	Total \$
						21-Oct	22-Oct	23-Oct	24-Oct	25-Oct	26-Oct	27-Oct		
1	Mo-Fri, 7a-8a	Today Show	\$350.00	4.7	:30	1	1	1	1	-	-	0	3	\$1,050.00
2	Mo-Fri, 5p-530p	KSN - News 5p	\$500.00	6.4	:30	1	0	1	1	-	-	0	2	\$1,000.00
3	Mo-Fri, 6p-630p	KSN News - 6p	\$750.00	8.5	:30	0	1	0	0	-	-	0	1	\$750.00
4	Mo-Fri, 630p-7p	Wheel of Fortune	\$800.00	11.4	:30	1	1	1	1	-	-	0	3	\$2,400.00
5	Mo-Fri, 10p-1035p	KSN News -10p	\$750.00	6.4	:30	0	1	0	0	-	-	0	1	\$750.00
6	Sat, 6p-630p	KSN News - 6p	\$400.00	7.3	:30	-	-	-	-	1	-	-	1	\$400.00
7	Sat, 630p-7p	Wheel of Fortune - Sat	\$400.00	7.9	:30	-	-	-	-	0	-	-	0	\$0.00
8	Sun, 5p-530p	KSN News -5p	\$250.00	7.6	:30	-	-	-	-	-	1	-	1	\$250.00
Totals:						3	4	3	3	1	1	0	12	\$6,600.00

#	Day/Time	Program	Rate	RTG	Len	10/28-11/3							Total Spots	Total \$
						28-Oct	29-Oct	30-Oct	31-Oct	1-Nov	2-Nov	3-Nov		
1	Mo-Fri, 7a-8a	Today Show	\$350.00	4.7	:30	1	0	1	1	-	-	0	2	\$700.00
2	Mo-Fri, 5p-530p	KSN - News 5p	\$500.00	6.4	:30	0	1	0	0	-	-	0	1	\$500.00
3	Mo-Fri, 6p-630p	KSN News - 6p	\$750.00	8.5	:30	0	0	0	0	-	-	0	0	\$0.00
4	Mo-Fri, 630p-7p	Wheel of Fortune	\$800.00	11.4	:30	0	0	0	1	-	-	1	2	\$1,600.00
5	Mo-Fri, 10p-1035p	KSN News -10p	\$750.00	6.4	:30	1	0	0	0	-	-	0	1	\$750.00
6	Sat, 6p-630p	KSN News - 6p	\$400.00	7.3	:30	-	-	-	-	1	-	-	1	\$400.00
7	Sat, 630p-7p	Wheel of Fortune - Sat	\$400.00	7.9	:30	-	-	-	-	1	-	-	1	\$400.00
8	Sun, 5p-530p	KSN News -5p	\$250.00	7.6	:30	-	-	-	-	-	1	-	1	\$250.00
Totals:						2	1	2	2	2	1	0	9	\$4,600.00

CANDIDATE ADVERTISEMENT AGREEMENT FORM

See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

I, Brendan Jaspers for M4 Strategies, LLC, hereby request station time as follows:

IDENTIFY CANDIDATE TYPE 

☐
☒

FEDERAL CANDIDATE

STATE OR LOCAL CANDIDATE

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Candidate name:

Michael O'Donnell

Authorized committee:

Michael O'Donnell for Sedgwick County

Agency requesting time (and contact information):

☐ N/A Brendan Jaspers, M4 Strategies, LLC - (314) 698-0380

Candidate's political party:

Republican

Office sought (no acronyms or abbreviations):

Sedgwick County Commission District 2

Date of election:

November 3, 2020

☒ General

☐ Primary

Treasurer of candidate's authorized committee:

Linda Kizzire

The undersigned represents that:

(1) the payment for the broadcast time requested has been furnished by (check one box below):

☐ the candidate listed above who is a legally qualified candidate, or

☒ the authorized committee of the legally qualified candidate listed above;

(2) this station is authorized to announce the time as paid for by such person or entity; and

(3) this station has disclosed its political advertising policies, including applicable classes and rates, discount, promotion and other sales practices.

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

Candidate/Committee/Agency

Station Representative

Signature:

Name: Brendan Jaspers

Date of Request to Purchase Ad Time: 10/12/2020

Signature:

Name: Audrey Berry

Date of Station Agreement to Sell Time: 10/15/20

Federal Candidate Certification:

The undersigned hereby certifies that the broadcast matter to be aired pursuant to this disclosure either (1) does not refer to an opposing candidate or, if it does, (2) contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast and that the candidate and/or the candidate's authorized committee paid for the broadcast or if radio programming, contains a personal audio statement by the candidate that identifies the candidate, the office being sought and that the candidate has approved the broadcast.

Candidate/Authorized Committee/Agency

Signature:

Name:

Date:

TO BE COMPLETED BY STATION ONLYAd submitted to Station? ☒ Yes ☐ NoDate ad received: 10/12/20Federal candidate certification signed (above): ☐ Yes ☐ No ☒ N/A

Disposition:

☒ Accepted☐ Accepted IN PART (e.g., ad copy not yet received to determine sponsor ID)*☐ Rejected – provide reason (optional):

*Upload partially accepted form, then promptly upload updated final form when complete.

Date and nature of follow-ups, if any (e.g., insufficient sponsor ID tag):
_____Contract #: W2728299Station Call Letters: KSNWDate Received/Requested: 10/15/20Est. #: —Station Location: Wichita, KSRun Start and End Dates: 10/16 - 11/2/20

Upload order, this form and invoice (or traffic system print-out) or other documents reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.